

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Wednesday, July 21, 2010

1 CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:35 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Secretary Jeff Wood, Commissioner Ray Gaul, and Commissioner Betsy Gammell

Absent: Vice Chair Bill Schmitz

Staff: General Manager John Vest and Superintendent Matt Wisely

Also Present: None

1-B APPROVAL OF MINUTES

The Minutes of June 16, 2010 were approved unanimously

1-C ADOPTION OF AGENDA

The Commission unanimously adopted the agenda.

2 ORAL COMMUNICATIONS

None

3 COMMISSION COMMUNICATIONS

Chair Sullwold met with Joe VanWinkle, Tony Corica, Ann Marie Gallant and Dale Lillard on July 6, 2010 regarding the Alameda Junior Golf Association business plan for operation of the Mif Albright Course. The impression they received from Ms. Gallant was that it was unwise for them to push for an agreement to be reached between the City and AJGA. Ms. Gallant suggested that they wait until after the election or possibly January 2011. Ms. Gallant indicated that she had asked Kemper Sports to respond to five scenarios, but could not remember the scenarios at that time. Chair Sullwold received an email from Mr. Lillard the following day explaining the five scenarios as follows:

1. A 36-hole renovation with the Mif to remain open operated by a non-profit.

2. A 36-hole renovation with the Mif closed.
3. A 27-hole renovation (3 nines) with the Mif being operated by a non-profit.
4. A 27-hole renovation (3 nines) with the Mif closed.
5. A 27-hole renovation (3 nines) plus a new nine hole short course with the Mif closed.

Per John Vest, Kemper has submitted responses to three of the scenarios, but has not yet completed the remaining two. These scenarios were puzzling because they seem inconsistent with the direction given by the City Council at their meeting of March 16, 2010. Chair Sullwold read aloud a portion of the minutes from that meeting: "Councilmember Matarrese moved approval of negotiating with both parties with the understanding that components are needed for a par 3, driving range, and two 18-hole championship courses; stated the starting point would be two 18-hole courses and looking for financial feasibility; direction is to come back with a business term sheet based on the starting point, incorporating the non-profit aspect for operating the par 3 and working backwards from there." The motion was passed 4-0, with Councilmember Tam abstaining.

At this point, two gentlemen entered the meeting. Chair Sullwold informed them what the Commission was discussing at that point. Joshua Sherman asked what the status was of the Mif Albright course. Joe Van Winkle gave a synopsis regarding what had transpired since the inception of the proposal for a non-profit to operate the course. Mr. Sherman then asked when the deadline was for responding to the RFP and Chair Sullwold responded that it had been in the fall of 2009.

4 AGENDA ITEMS

4-A Status Report on Long Term Lease and Mif Albright Negotiations including Golf Commission recommendations

See Commission Communications

4-B Update on Golf Complex Finances

Bob Sullwold stated that total rounds were up in June from May, but the rounds on the Fry course were down 500 rounds from the previous year. For the fiscal year, net income from operations was \$759,000 and net cash was \$724,000. Payments to the City for the fiscal year were \$889,000. The drawdown on the Enterprise Fund was \$292,000, leaving a balance of \$937,000. There was a decline on the Clark Course this year compared to last year of about 15% and on the Fry Course a decline of about 8%. This year, there have been 44 rain days compared to 30 rain days in the same period last year. Revenue from operations was down about 10% this year compared to last. The largest decline was in golf shop sales which were down about 27%. John Vest stated that some of the decline could be due to the golf cart situation and the rough mower constantly breaking down.

5 ORAL REPORTS

5-A Golf Shop and Driving Range activities report by John Vest

John Vest stated that the golf cart situation has been a challenge. 80% of the batteries have swapped out, and more chargers have also been changed. EZ-Go is out here on a consistent basis. He also stated that he has been investigating if we can possibly swap out the carts earlier. The screen has been placed on the wall near the fire tower. The fence on the driving range has still not be replaced, due to the material not being available. Golf Now has generated about \$93,000 in sales this year compared to \$54,000 in the same period last year. 479 people have responded to the survey that was sent out. There was a question as to when the juniors are eligible to play for \$1.00, and he stated that they are able to play after noon. The golf shop is running a twilight special, which is normally 2:00 p.m. this time of year. For the month of July, for residents, twilight is 12:00 p.m., and for non-residents, it is 1:00 p.m.

5-B Golf Complex Maintenance activities report by Matt Wisely

Matt Wisely stated that sand is going to added to the bunkers, and potholes will be filled on the dirt cart paths. Topdressing was completed on the Fry course last week, and the Clark course will be done next week. The new greens mower has been received, though there are some issues regarding the reels, so Toro is coming out to assist them with the operation. Dead pine trees have been removed on the Clark course, including the tree in front of the pro shop. Matt also stated that one of his staff members has been assigned fulltime responsibility for landscaping in the areas around the pro shop, driving range and restaurant. The rough mowing units are being repaired on a daily basis, so he has been looking with limited success for used equipment for sale in this area. Uniforms have been ordered for the maintenance staff. The crew has recently power-washed the restrooms on the courses, and they will look into replacing the mirror and the tank cover in the restroom at the 13th tee of the Fry course.

5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

Chair Sullwold was asked by Mrs. Arnerich to thank the crew for the fence cover by the firetower and also to thank the Kemper staff for their contribution to the East Bay Junior event, including all the service clubs. Commissioner Gammell stated that the tournament today had 47 players.

5-D Golf Complex Restaurant Report, Jim's on the Course

None

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell

Commissioner Gammell stated that Wacky Wednesdays are back for the seniors, with 90 players signing up this month. The “nine and wine” special is still running for the summer, which is \$25.00 for nine holes including a drink. Get Golf Ready continues to offer five group lessons for \$99. Wilson is having a demo day this Saturday from 10:00 a.m. to 2:00 p.m. Chuck Corica Gift certificates are available through the website.

6-B Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood

None

7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)

None

8. OLD BUSINESS

None

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for June 2010 of \$9,830. The year-to-date total to the General Fund is \$109,398.00 for FY 2009/10.

10. ITEMS FOR NEXT MEETING’S AGENDA

- Status Report on Long Term Lease and Mif Albright Negotiations including Golf Commission
- Update on Golf Complex Finances

11. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 7:52 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.